



Modern Japanese by Chef William Eick, in Oceanside, CA



Japanese Fried Chicken and Sandos



Japanese Bakery



MATSU

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Meaning "Pine" in Japanese



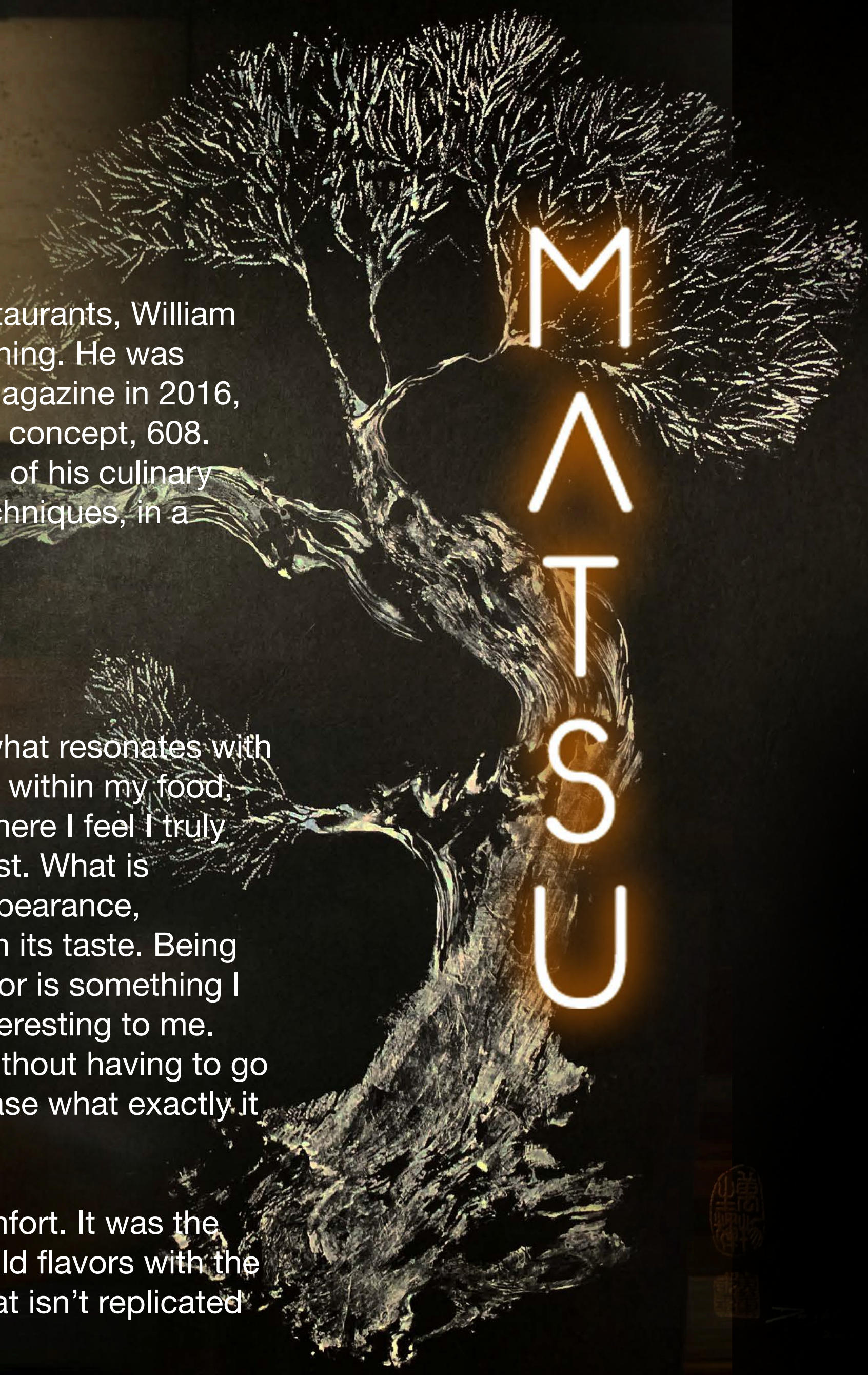
Meet Chef William Eick

With over 15 years of experience cooking in restaurants, William has worked at every level, from casual to fine dining. He was awarded Best Chef in San Diego from Thrillist Magazine in 2016, and won Best New Restaurant with his previous concept, 608. With Matsu, William aims to showcase the roots of his culinary career and passion for Japanese flavors and techniques, in a progressively modern setting.

Why Japanese food?

“Japanese food, and culture for that matter, is what resonates with me personally. There are touches of other styles within my food, however Japanese techniques in cooking are where I feel I truly find the flavors that speak to my personality most. What is seemingly quiet, simple, and restrained in its appearance, becomes deep, thoughtful, balanced and bold in its taste. Being patient with ingredients to extract their pure flavor is something I find the Japanese do best, and it is the most interesting to me. Allowing the ingredient to simply be what it is without having to go through so many steps or techniques to showcase what exactly it is at its core.

Japanese food is also where I find the most comfort. It was the first kitchen I worked in, and learning how to build flavors with the techniques holds a sense of nostalgia for me that isn't replicated by any other food culture.”



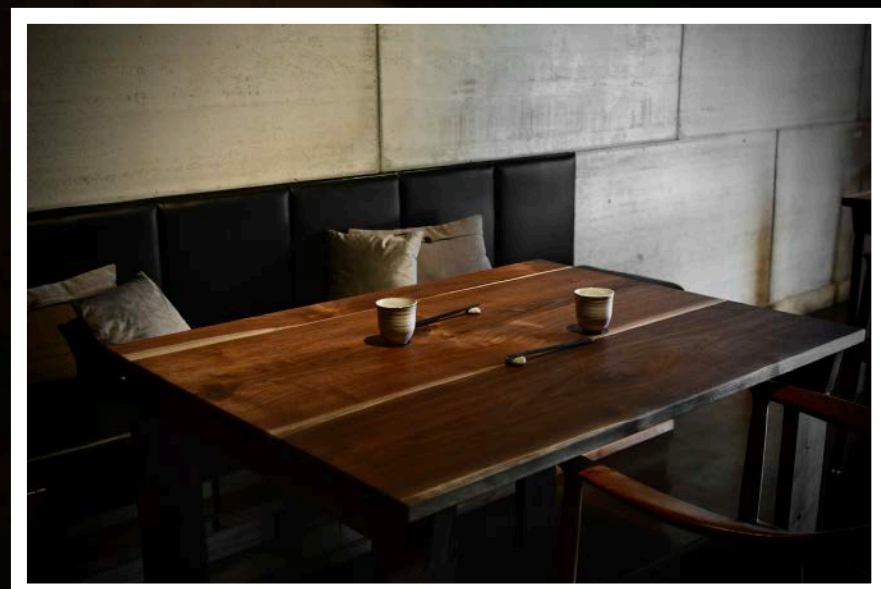


What is “modern Japanese”, (not sushi):

“To me, Modern Japanese is taking the techniques behind the more humble cooking, respecting the traditions and cooking them with the local terroir of what surrounds you.

Dashi is most important at a base level. Simmering, steeping, and grilling play huge parts in our food at Matsu. We occasionally make our own miso pastes, and other ferments.

The mentality of how things have historically been done for centuries, weighs heavily in how we cook the food at Matsu. Our food may look very different in pictures or on the plate, but at its core, the very base of it has the Japanese techniques and traditions behind it.”



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The Restaurant Oceanside, CA

MATSU

Located in Oceanside CA, one of San Diego County's most accomplished chefs, William Eick, has opened Matsu, a 48-seat fine dining restaurant focusing on the traditions and techniques of Japanese food, and marrying them with the Southern California terroir. Guests of the restaurant are treated to a 10 course tasting menu, showcasing the seasonal bounty from the areas farms, as well as exquisite product direct from Japan. Matsu provides guests a bespoke hospitality experience in what is quickly becoming *the* dining destination town of Oceanside.



The Cuisine



The Platings



The Cocktails



The Menu

Example Courses

10-Course Omakase:

Clarified Turnip Chawanmushi | Ikura | Pine Nut
Cabbage | Cabbage Dashi | Caviar
Sunflower | Cuttlefish | Rayu
Ebi | Tenkasu | Tentsuyu | Dynamite
Blackgill Rockfish | Curry Imo Mochi | Onion | Matsuyaki
Scallop | Shiitake | Mustard Seed
Pork Jowl | Rosehip | Pork Fat Caramel
Koji Duck | Carrot | Wasabi
+ Wagyu Supplement
A5 Wagyu | Onion | Horseradish

Desserts:

Matcha | Kokuto | Pine
Caramelized White Chocolate | Blonde Miso | Hidden Rose Apple

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What was the interest in Japanese culture?

“Funnily enough, it originally began with the automotive culture, although I was always interested in the food side, seeing Japanese food as the more difficult to truly master (which made it more fun for me, because I do love a good challenge), is what drew me to the culture at a young age. I’m a big car nerd, and most of my friends outside of the restaurant industry are as well. I actually went to school to be a mechanic, but decided to keep cooking because I didn’t want to make my hobby my job originally. After my first trip to Japan, it became so much more than just food and cars. The hospitality, the simplicity, the cleanliness (clutter drives me NUTS), the respect for nature, the dedication, etc. even down to decor. It made so much sense, and solidified the borderline obsession.

I’m slowly learning the language (currently can read much better than speak), with hopes of retiring in Yamanashi eventually. A lot of Japanese people ask why Yamanashi, and it’s because its wine region, which is still very new and young in the culture. There is a grape, Koshu, that I became enamored with during the first trip. It makes simply the best white wine.”

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The Glossary

“At any given time, the majority of our fish comes from Japan. My favorite being Sumi Ika (pronounced “E-Ka”), aka cuttlefish. More for quality reasons, but if we can source something of equal or better quality here in California, we will use it. But, for sustainability reasons we always also try to keep in mind what swims, grows, or is raised locally.

Kokuto - Okinawa Brown Sugar (Kokuto)- It has to be from one of the 7 designated islands within the prefecture to carry the distinction. Also happens to be known as the “healthiest” sugar. We use it extensively, with only white sugar in the dessert courses. We even use it in cocktails.

Shichimi Togarashi - Japanese 7 spice. Ours comes from a small producer in Japan, and it is one of the most important ingredients we have. I have yet to find a quality that comes close to the one we use.

Shoyu - We employ several different shoyu (soy sauces) at Matsu. Cherry Blossom infused, Uni infused, Whiskey Barrel Aged, Usukuchi (young/light), double brewed, crab infused, Matsutake Mushroom infused, Truffle infused, and a few others.

Akasu - Translated to “Red Vinegar”, made from aged sake lees (the yeast left from making sake). Has an almost balsamic taste to it. Very special stuff.

Sansho - a peppercorn that comes from the prickly ash family. It is the Japanese cousin to the Szechuan peppercorn, and has the same numbing heat effect. Beautiful notes of lemongrass, makrut, and verbena. Traditionally used to finish grilled meats, we use it mostly on our A5, but it is also in the togarashi.”



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Chef's little known factoids

“I grew up in San Jose, and moved to San Diego when I was 15. My cooking career has been throughout the county, and I took my first executive chef job at 25. I’ve prepared just about every type of food there is, with the exception of African and Indian, more just because I haven’t yet had the opportunity.”

“My wife is a mix of Chinese/Hawaiian and caucasian (mostly English), contrary to the Japanese everyone thinks she is.”

“I didn’t go to culinary school. Almost all my learning was under chefs in restaurants, by reading, watching videos, studying, and most importantly, eating. I seem to think I have an obsessive palate memory, and once I find a flavor or profile I like, I work with it endlessly until I have mastered it. I am always seeking new flavors, and ingredients with a higher quality and more depth.”

“Matsu is an extension of me. I personally was my own designer. I put about 2 years of research into how I wanted it to look, the colors, chairs, tables, etc. Much of the renovations (it was an already existing restaurant, so the bones were there), I did myself. The tables were custom made from black walnut (as is the front door), and most of the shelves were made by a partner from redwood. Matsu’s decor is very simple, with a touch of elegance within its minimalism. Very much like myself. We have what we need, and don’t deserve much else. I want the guests to not have a distracted experience. Just to come enjoy their evening, and the friends and/or family they share their table with.”



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Meet

Sous Chef David Duarte

“David is the sous chef at Matsu. He manages the cooks on a day-to-day and makes sure our recipes and techniques are holding up to the original standards I have set. He also oversees the FOH. He runs the Chef Counter experience for me, mostly because I’m quite the introvert and he is the absolute opposite. I feel the experience he provides the guests at the counter is extremely in-depth, impassioned and personable. We desire that the guests simply enjoy themselves. David is also a partner, but gratefully, he allows me to run the company with my vision.”

A large, detailed bonsai tree in a dark pot, set against a dark background with warm lighting. The tree is the central focus of the right side of the image.

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The Press

What the reviewers are saying



San Diego Magazine

"2022 San Diego Best Restaurants"

[Read full review >](#)

Troy Johnson - 5/27/2022



Modern Luxury

"15 Best Japanese Restaurants"

[Read full review >](#)

Lauren Nehorai - 4/22/2022



San Diego Magazine

"The Perfect Order"

[Read full review >](#)

Troy Johnson - 4/7/2022



San Diego Union Tri...

"Long-incubating Matsu restaurant finally gets its chance to shine"

[Read full review >](#)

Pam Kragen

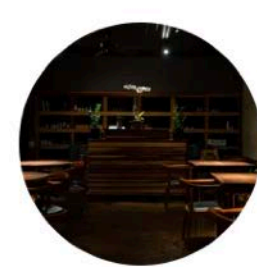


Ranch and Coast M...

"Dining Review: Matsu"

[Read full review >](#)

Ranch and Coast Magazine



San Diego Magazine

"San Diego's New Star of Modern Japanese Food"

[Read full review >](#)

Troy Johnson - 4/15/2022



Modern Luxury

"8 Most Sought-After Reservations in San Diego"

[Read full review >](#)

Maren Miller - 7/1/2022



SD Voyager

"Meet William Eick"

[Read full review >](#)

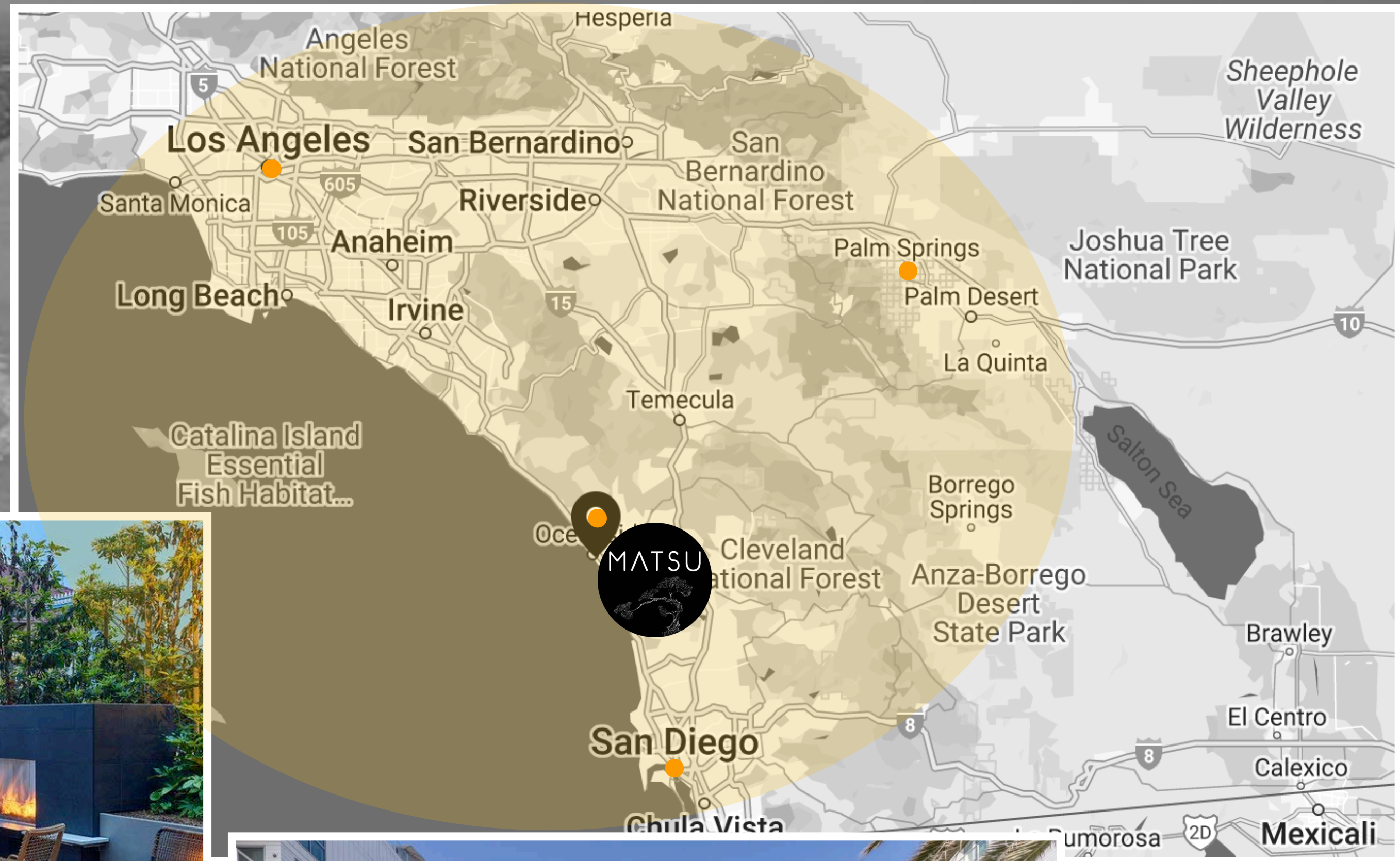
Anonymous - 4/11/2022

Click each image for the link

The Location

Oceanside, CA

Located in Oceanside CA, half way between LA and San Diego and close to Temecula's wine country and Palm Springs, Matsu provides guests a bespoke hospitality experience in what is quickly becoming the dining destination town of Oceanside. Ask about our special relationships with local concierges and hoteliers and make a weekend of it.



The Details

Matsu

626 South Tremont Street, Oceanside
California 92054, USA

[\(760\) 681-6152](tel:(760)681-6152)

info@eatmatsu.com

EatAtMatsu.com

Hours

Mon

04:00 pm – 09:00 pm

Tue & Wed

Closed

Thu

4:00 pm – 9:00 pm

Fri

4:00 pm – 10:00 pm

Sat

4:00 pm – 10:00 pm

Sun

4:00 pm – 9:00 pm





Hokkaido
bread company





The Hokkaido Bread Company

Hokkaido started initially as the bread for the tasting menu for Matsu. During the first lockdown of the pandemic, a few chef friends were in need of burger buns, as their normal suppliers were either out of commission or couldn't keep up with demand. They had asked if I could help out by baking some of Matsu's bread for them, which worked much better than expected. From there we tried different shapes, sizes, seeded, unseeded, etc.

What began by just trying to help a few friends, grew into a few accounts, and we brought on a few employees as Matsu was getting open. We initially had to bake all the bread in my garage, because we didn't have a kitchen to move the equipment into just yet, however that was quickly resolved once the lease for Matsu was signed.

Currently we have about 20 accounts, are in 3 grocery stores (all Fraizer Farms locations), and working on acquiring our own production warehouse.

Please contact us if you are interested in carrying our fresh baked products.

<https://hokkaidobreads.com> | bread@eatmatsu.com



Japanese Fried Chicken and Sandos

<https://eatatnaegi.com> | naegi@eatmatsu.com



About

1902 S Coast HWY
Oceanside, CA
United States, California

Monday - Sunday
11:00 AM - 8:00 PM

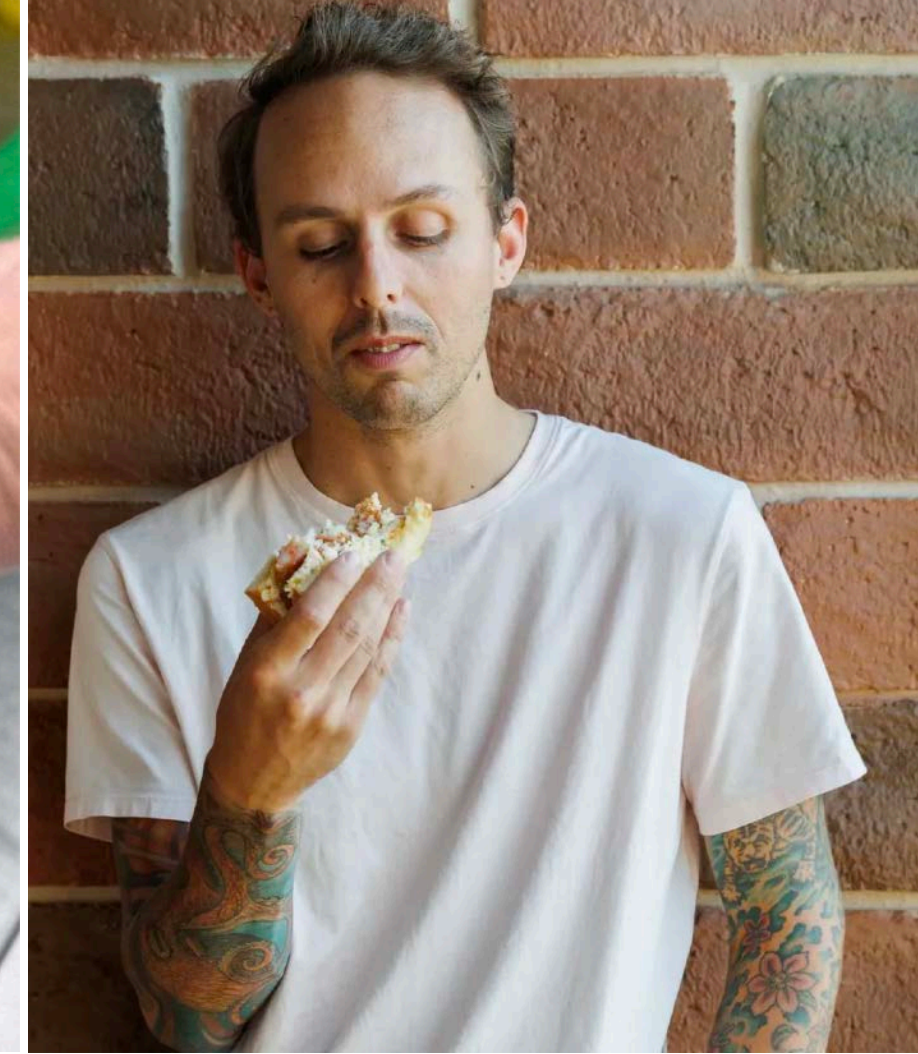
(760) 696-3069



naegi@eatmatsu.com



eatatnaegi.com



Naegi started as a pop up to help fund its sister restaurant, Matsu in Oceanside, CA. Naegi then became a food truck and is now a stand-alone restaurant serving the best karaage sando and other Japanese sandwiches in San Diego.

Chef William Eick has created this Japanese sando concept to bring delicious sandwiches and sides that can be accessible to everybody, while providing the best quality food at an affordable rate.

<https://eatatnaegi.com> | naegi@eatmatsu.com





Menu

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Oceanside, CA
United States, California

Monday - Sunday
11:00 AM - 8:00 PM

(760) 696-3069



naegi@eatmatsu.com



eatatnaegi.com

Sandos

Sandwiches on our locally made Hokkaido milk bread.
Add 6g Kaluga Caviar to any sando for \$20

Karaage Sando

13

Karaage Chicken | Togarashi Mayo | Cabbage

Egg Salad

7

Tofu Karaage

10

Mustard | BBQ Sauce | Cabbage

Ebi Filet-O

14

Thousand Island | Cabbage +3 Add Krab +7 Add Lobster

Lobster Salad

17

Old Bay Kewpie | Green Onion | Herbs

Daily Special

MP

Inquire about our daily special sando

Sides

Potato Salad

6

Japanese style potato salad

Cucumber

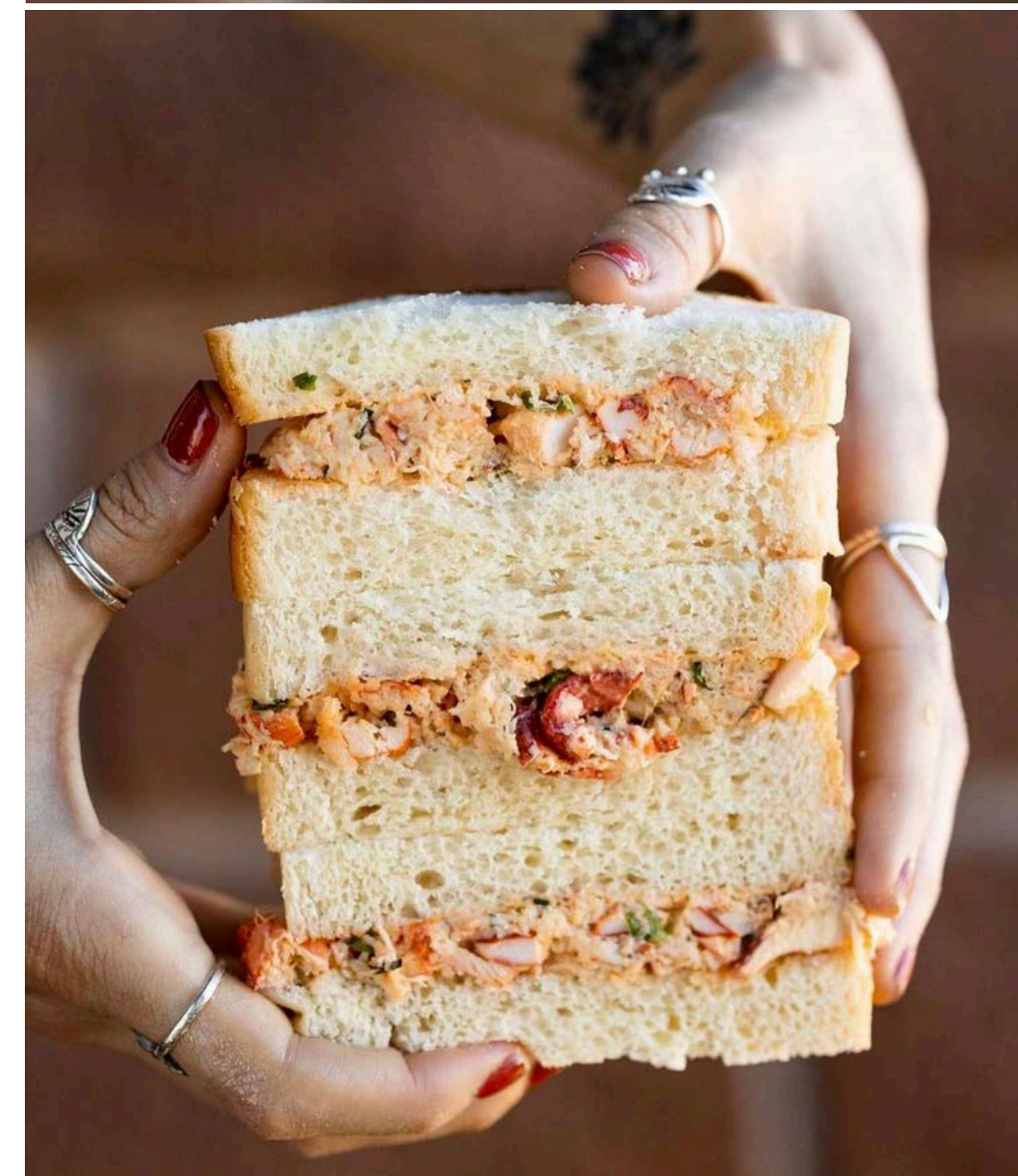
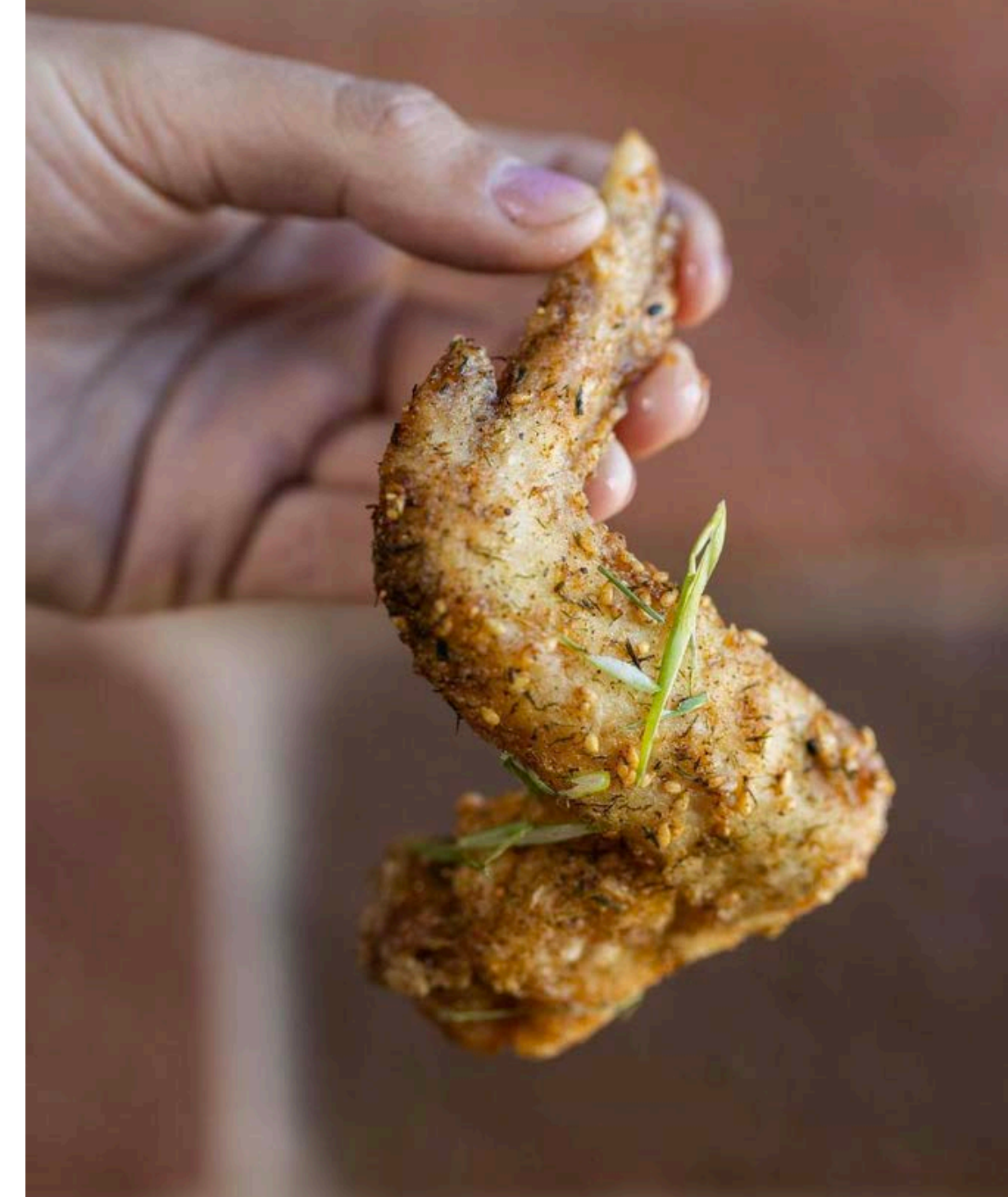
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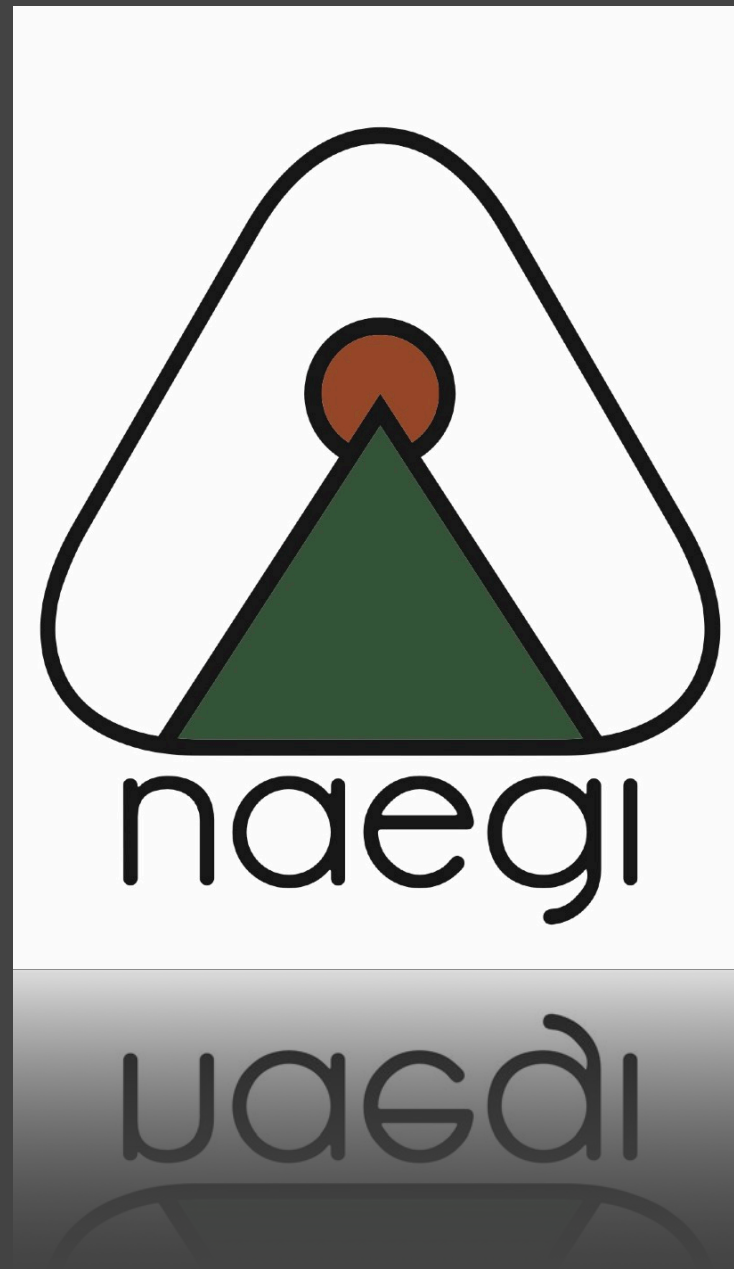
Vinegar'd Cucumbers | Sesame

Eggplant Fries

8

Panko Crusted Eggplant | Serrano | Sesame | Side Thousand Island





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